



Kiwis Count quarterly results March 2023

Date:	21 April 2023		
To:	Hon Andrew Little, Minister for the Public Service		
Action Sought:	Note, Agree, and Forward	Due Date	Forward by 26 April 2023
Report No:	2023-0126		
Contact:	Josh Masson, Chief Information Officer, Strategy and Policy <small>9(2)(a) privacy</small>		
Encl:	Yes	Priority:	Low
Security Level:	UNCLASSIFIED		

Executive Summary

1. Te Kawa Mataaho runs a quarterly survey (Kiwis Count) to measure trust and confidence of New Zealanders in the Public Service. Most New Zealanders trust the Public Service based on their own experiences with government agencies, with the latest result (84%) an all-time high.
2. New Zealand continues to perform well in international rankings of trust and effectiveness.

Recommended Action

We recommend that you:

- a **Note** the contents of this report including the latest Kiwis Count results.
- b **Forward** this report to Hon Carmel Sepuloni, who will be Acting Minister for the Public Service on the date of public release.
- c **Agree** that Te Kawa Mataaho release this briefing in full once it has been considered by you.

Agree/disagree.

Has this survey been released?

Andrew
21/5/23

Hon Andrew Little
Minister for the Public Service

Te Kawa Mataaho Report: Kiwis Count quarterly results release March 2023

Purpose of Report

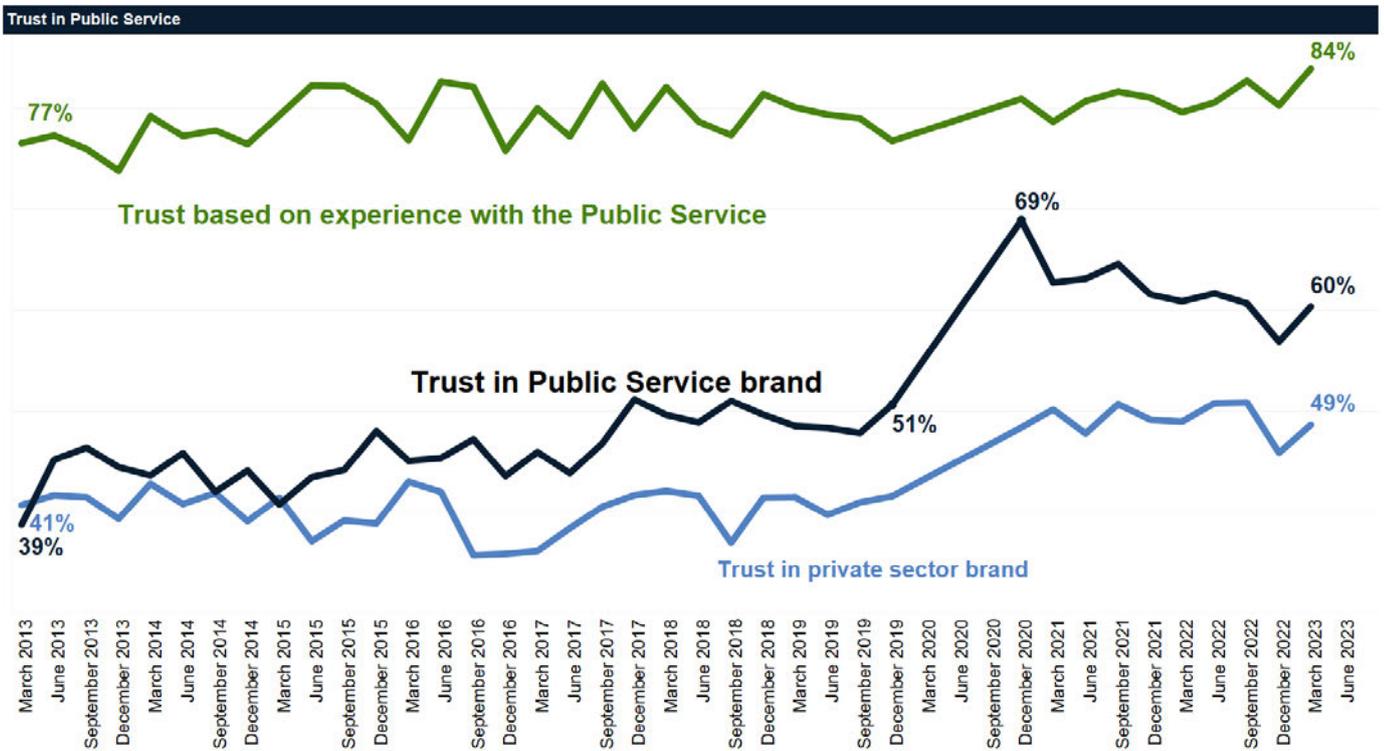
1. To inform you of the latest Kiwis Count results and to provide an update of international measures of trust and effectiveness that New Zealand is included in.

Analysis

Kiwis Count results

2. In the latest results from March 2023, trust levels recovered from the dip in the December 2022 quarter.
3. Trust based on personal experience with the Public Service has been gradually increasing over time. This quarter (March 2023), it is at an all-time high of 84% compared to 80% in the last quarter (December) and 83% in September. This continues to demonstrate that most New Zealanders trust the Public Service based on their own personal service experiences with government agencies.
4. In addition, 60% of New Zealanders said that they trust the Public Service overall, up from 57% in December. We consider this a measure of the Public Service brand, and it remains well above pre-Covid levels (51% in December 2019).
5. More details of these trends can be seen in Figure 1 below.

Figure 1: Kiwis Count trust in public services and public/private brand by quarter



6. From this quarter, we will be reporting this disabled/non-disabled comparison with our figures on the Te Kawa Mataaho website. Over the past ten years, trust based on personal experience and trust in the Public Service brand are also both consistently lower for people with a disability, compared to those who do not report a disability. However in the most recent quarter, trust based on personal experience for those with a disability was 85%, compared to 84% for those without though this difference is within the margin of error for the survey.
7. More detailed analysis on the survey results are enclosed.

Update on international measures of trust and effectiveness

8. Te Kawa Mataaho examines trust in an international context by monitoring international studies on trust and integrity in government and the Public Service and New Zealand's place within these. The following two measures are the most recent of these studies.
9. The Economist Intelligence Unit has released the most recent edition of their Democracy Index and New Zealand remains in second place behind Norway.
10. The Democracy Index is an annual measure of the state of democracy in 167 countries across the world and looks at electoral processes and pluralism, functioning of government, political participation, political culture, and civil liberties.
11. An Index of Public Integrity (IPI) was published by the European Research Centre for Anti-Corruption and State-Building from the Hertie School of Governance in Berlin and New Zealand was in third place behind Denmark and Norway.
12. This IPI is aimed at assessing a society's capacity to control corruption and ensure that public resources are spent with integrity. The components of the index are administrative transparency, online services, budget transparency, judicial independence, press freedom, and e-citizenship and are measure across 114 countries.

Next Steps

13. The Kiwis Count quarterly results will be released on the Te Kawa Mataaho website on 27 April 2023. We will work with your office if you require further information on the survey results.
14. As you will be away on the date we release the Kiwis Count results, please provide Hon Carmel Sepuloni with this report as she will be acting for you when we publish.

Appendix: Kiwis Count March 2023 Quarter Analysis

Latest results

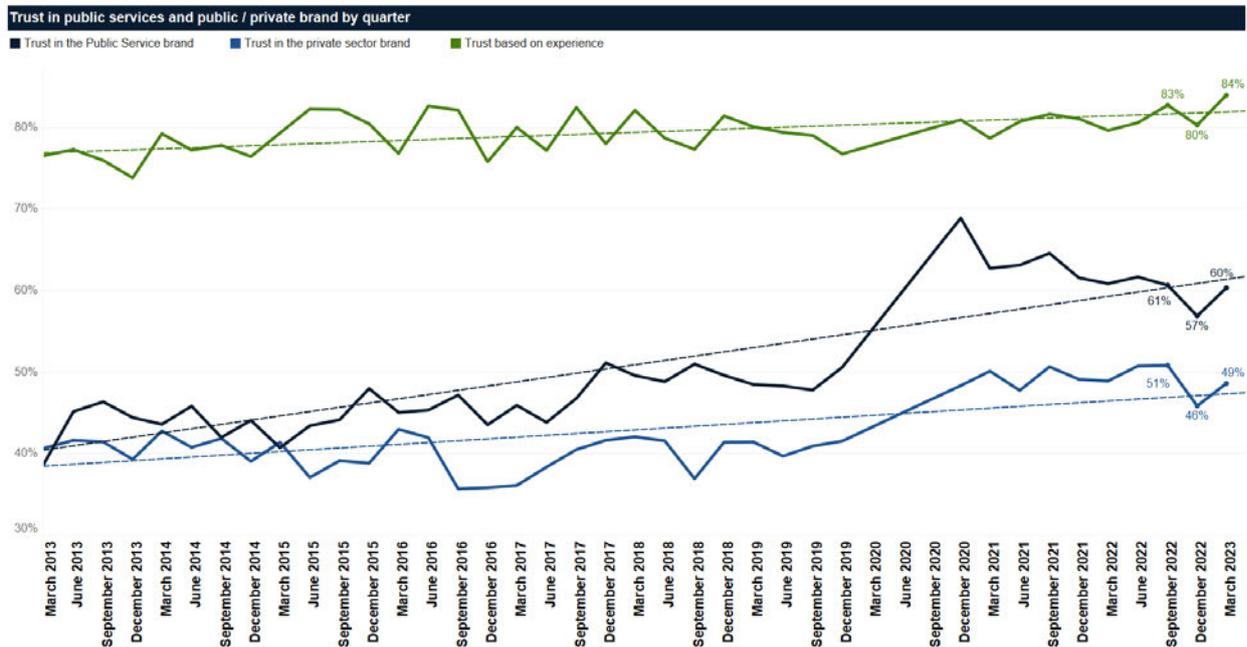
In the latest Kiwis Count survey conducted in March 2023, 60% of New Zealanders responded that they trust the Public Service brand. This is lower than the historic December 2020 results (69%) but is higher than the previous quarter (December 2022), and higher than the pre-Covid trust levels.

Trust based on personal experience is at 84% compared to 80% in the last quarter (December 2022) and 83% in September 2022. This is the highest score to date for this measure and continues to demonstrate that most New Zealanders trust the Public Service based on their own personal service experiences with government agencies.

Trust in the private sector has also increased since the previous quarter. More details of these trends can be seen in Figure 1 below.

All three of these headline measures have bounced back from a decline in the previous quarter. The survey in the previous quarter was in the field immediately following an increase in the Official Cash Rate and during a surge of Covid 19.

Figure 1 Kiwis Count results to March 2023



When did the survey run?

The data for the January to March 2023 quarter was collected between the 20th of March and 2nd of April 2023 by Gravitas OPG on behalf of Te Kawa Mataaaho. This was about 2 weeks after the 7 March Census night. Over the period of the data collection, rising cost of living was being featured in media regularly. At the start of the survey collection, media reported that the housing market was recording the lowest number of sales in 40 years, and continued falling prices.

Why did trust improve this quarter?

The Kiwis Count survey asks people for their reasons behind giving their trust score. Those reasons continue to be dominated by responsiveness of services.

Services that are raised as needing improvement were most often health, particularly wait times in emergency and GPs, wait lists for surgeries and mental health services.

Integrity continues to be mentioned as a reason for trust.

Some recent events discussed in comments were:

- Floods in Auckland
- Cyclone Gabrielle
- Cost of living increasing
- Departure of Te Whatu Ora board chair
- Unspecified ACC news report

Census was mentioned just three times out of the 1000 participants. Two people had not received their Census papers, and one commented that the questions were more personal than they would have liked. These few comments would indicate that most people did not have negative impressions of the Census.

Service mix

Previous research has shown that lower trust is related to higher usage of particular services, so we monitor changes in service usage.

- There's been a steady increase in the number of participants who have taken a child in their care to see a doctor/GP over the past year.
- Continuing increases in applying/renewing NZ passports and going through international airport arrivals.

Are there are less people with low trust in the public service?

We only report those who score a 4 or 5 on the scale in our headline figures; we consider these to be people who trust. In this quarter, the primary shift in trust in the Public Service brand came from a decrease in the number of people who are scoring trust as neutral (3 on the 5 point scale), and increasing high/very high trust compared to last quarter. The percentage of people with low trust (scoring 1 or 2) has not changed markedly since 2021. In the currently quarter, less than 5% of people surveyed reported having no trust at all in the public service.

These changes over time in high, neutral, and low trust are shown in figure 2 below. In the survey, only the anchor points at either end are labelled (1= do not trust them at all, 5= trust them completely).

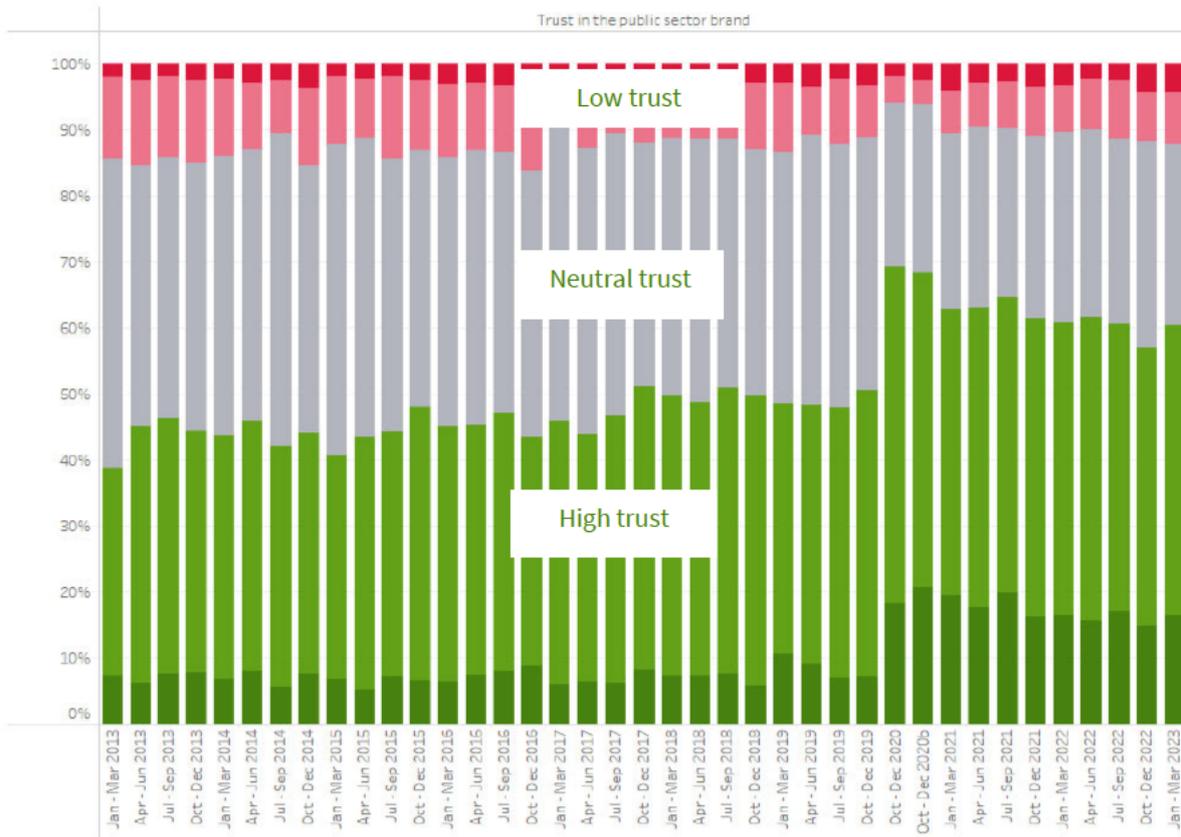


Figure 2 Kiwis Count trust in Public Service brand – all response categories

Which groups have changes in trust?

Though trust in the Public Service brand for Māori, Asian, and European participants slightly increased in the year to date over last year, trust for Pacific participants has slightly decreased. All ethnicities increased in trust based on experience.

The only age group that showed a decline in trust based on experience for the year to date was 55 - 64 years old. Both under 25 years and 25 – 34 years have also seen a decline in trust in the Public Service brand.

Both males and females had increased in year-to-date trust based on experience.

Disabled people have had an increase in both Public Service related measures of trust in the year to date so far, making their results similar to those who are not disabled for the first time.

As all these figures are only based on one quarter so far, they may change as more data is collected across the year due to the use of rolling averages for these smaller population groups.

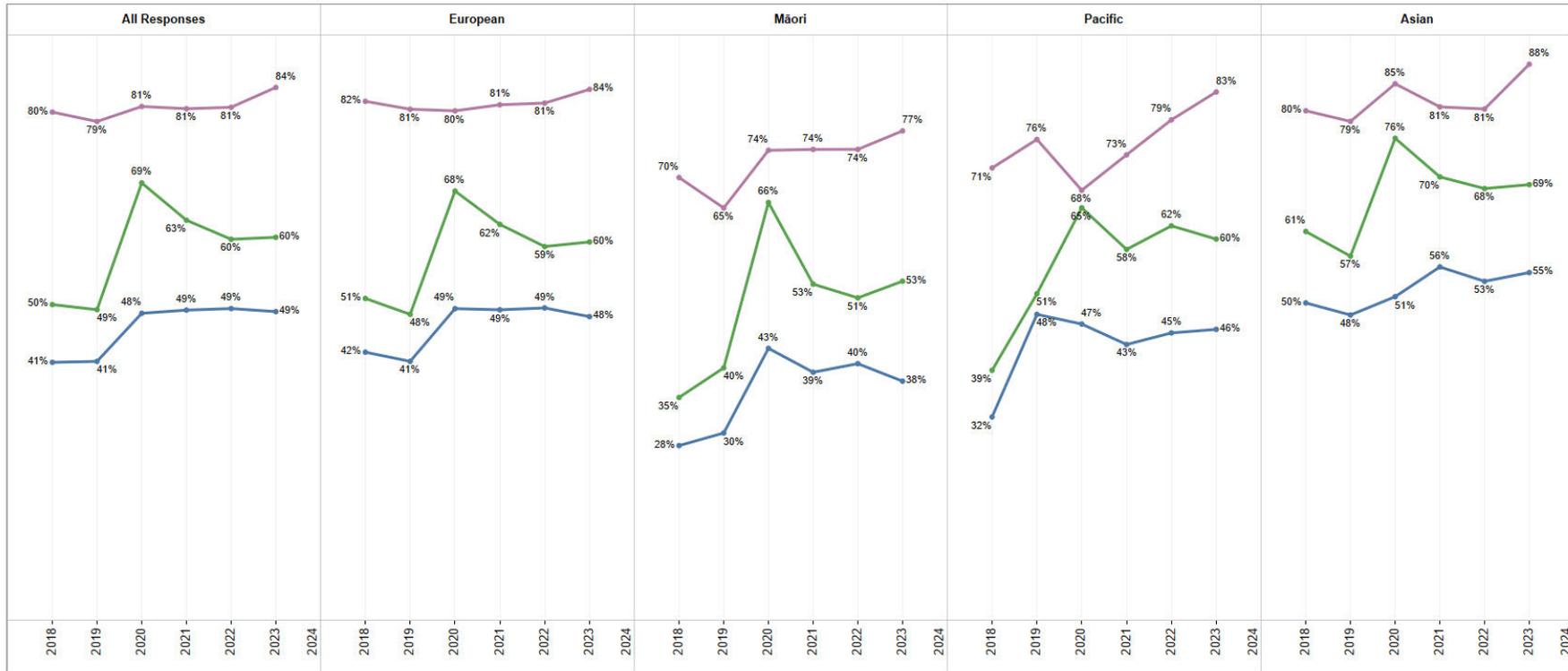
Updated charts showing the latest demographic figures are included below.

Demographic charts for web

Kiwis Count Trust by Demographic Dimension

Demographic Dimension
Ethnicity

Trust in the Public Service brand
Trust based on experience
Trust in the private sector brand

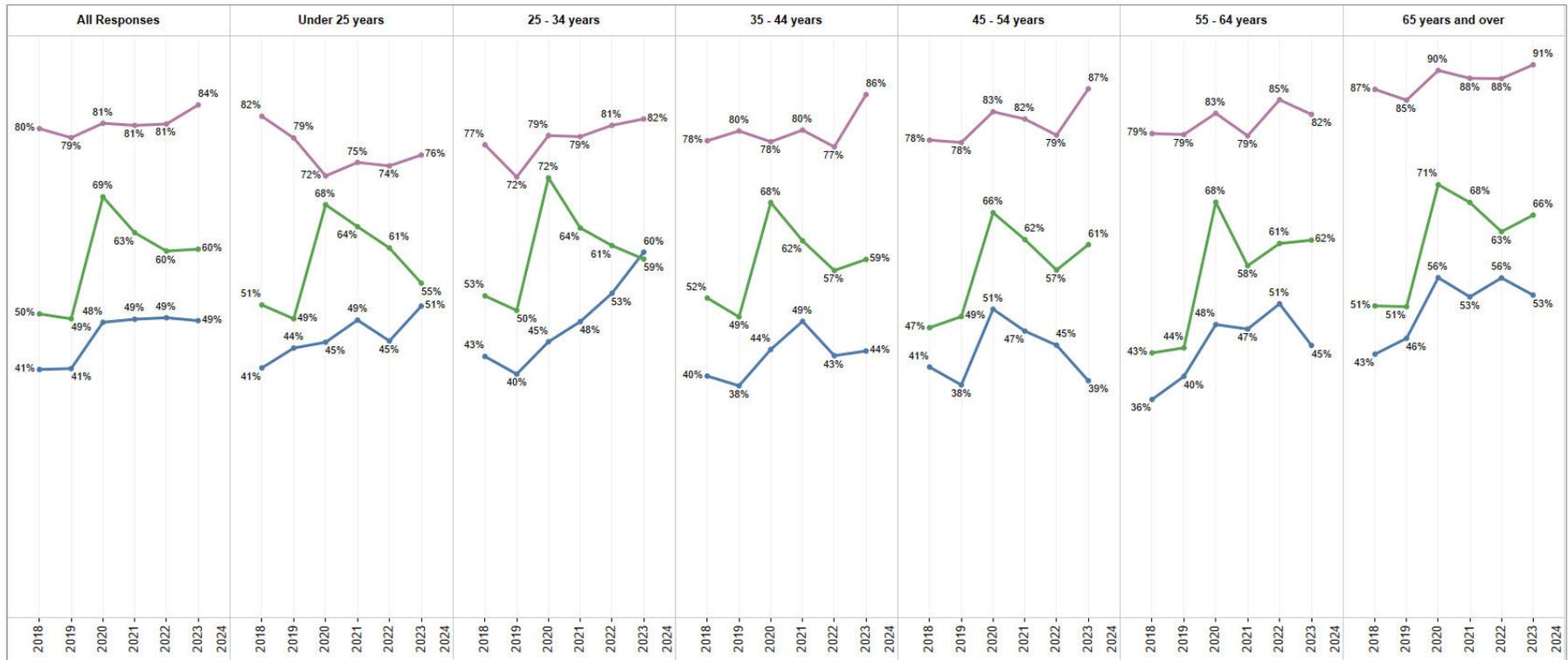


Source: Kiwis Count

Kiwis Count Trust by Demographic Dimension

Demographic Dimension
AgeGroup

- Trust in the Public Service brand
- Trust based on experience
- Trust in the private sector brand

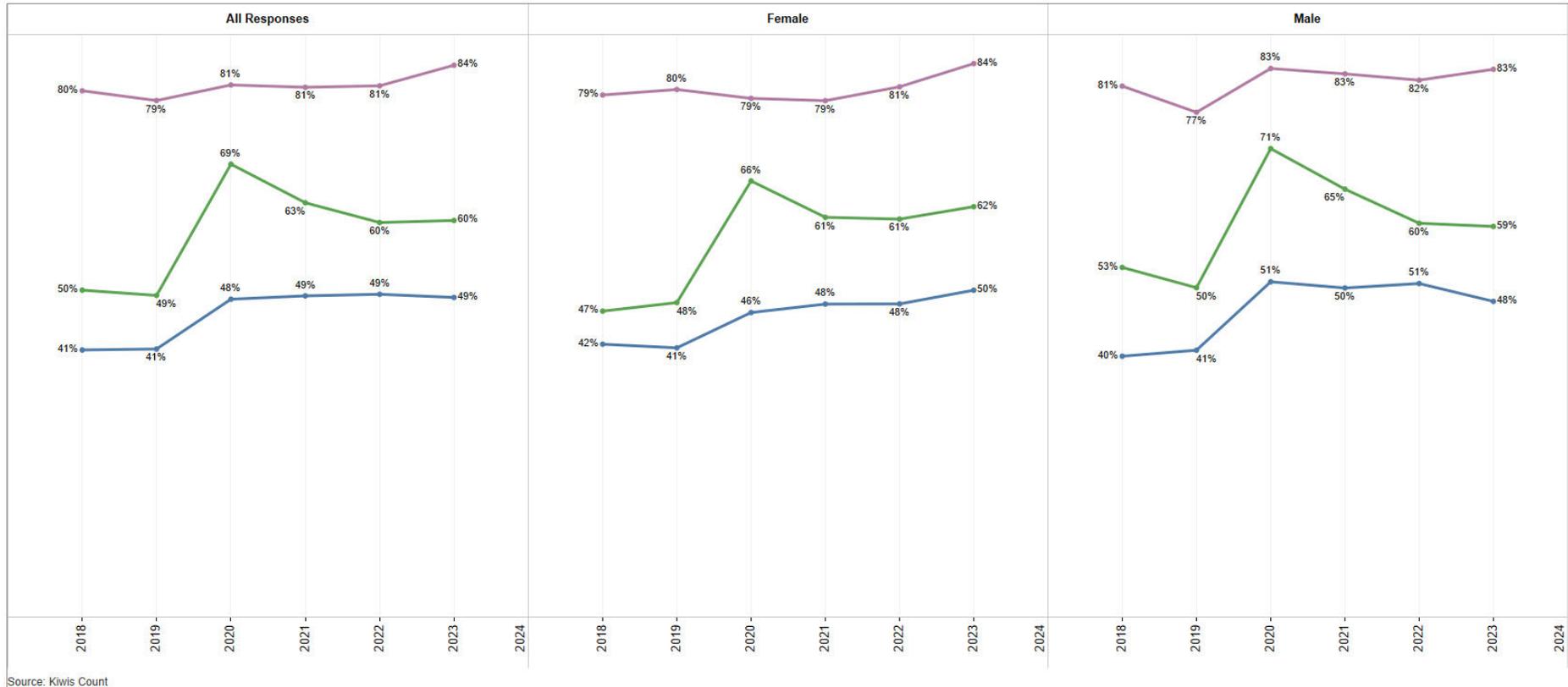


Source: Kiwis Count

Kiwis Count Trust by Demographic Dimension

Demographic Dimension
Gender

- Trust in the Public Service brand
- Trust based on experience
- Trust in the private sector brand

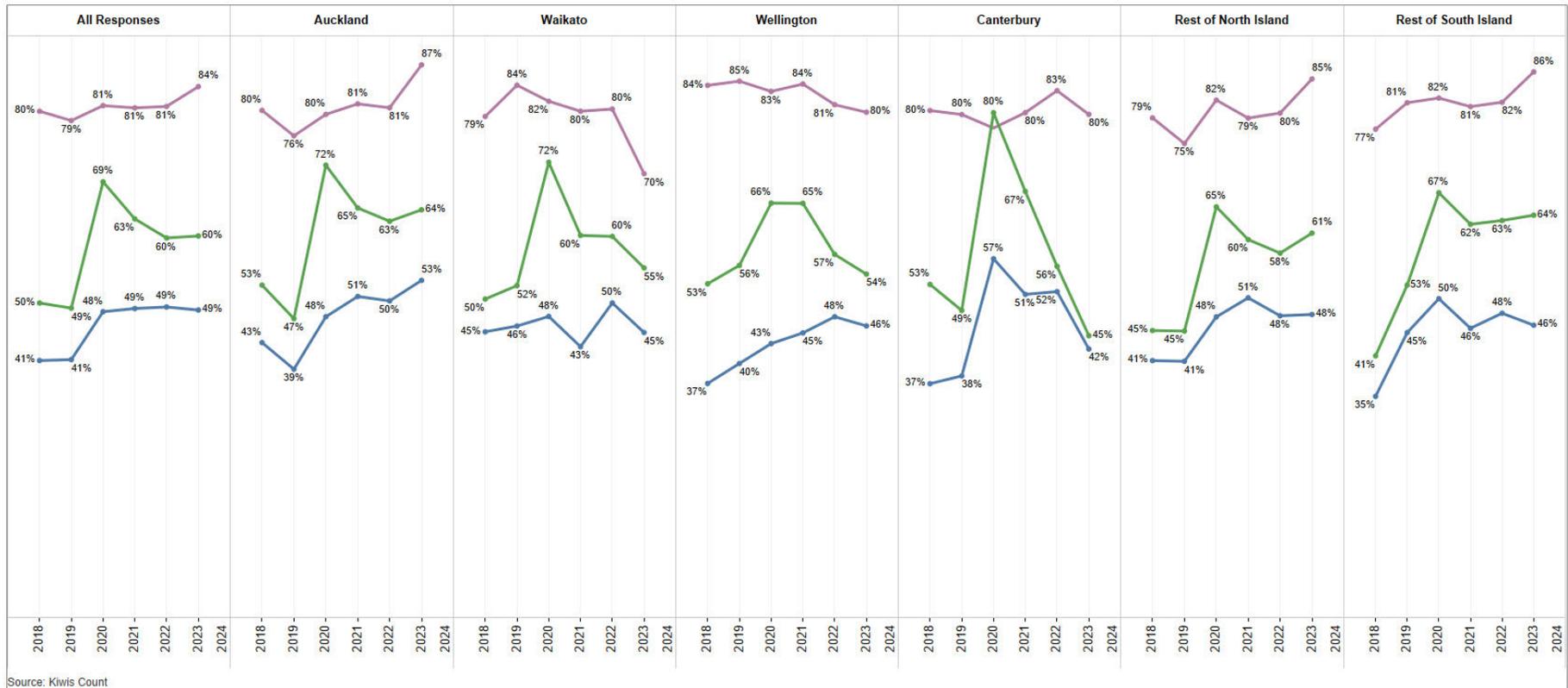


Source: Kiwis Count

Kiwis Count Trust by Demographic Dimension

Demographic Dimension
Region

- Trust in the Public Service brand
- Trust based on experience
- Trust in the private sector brand

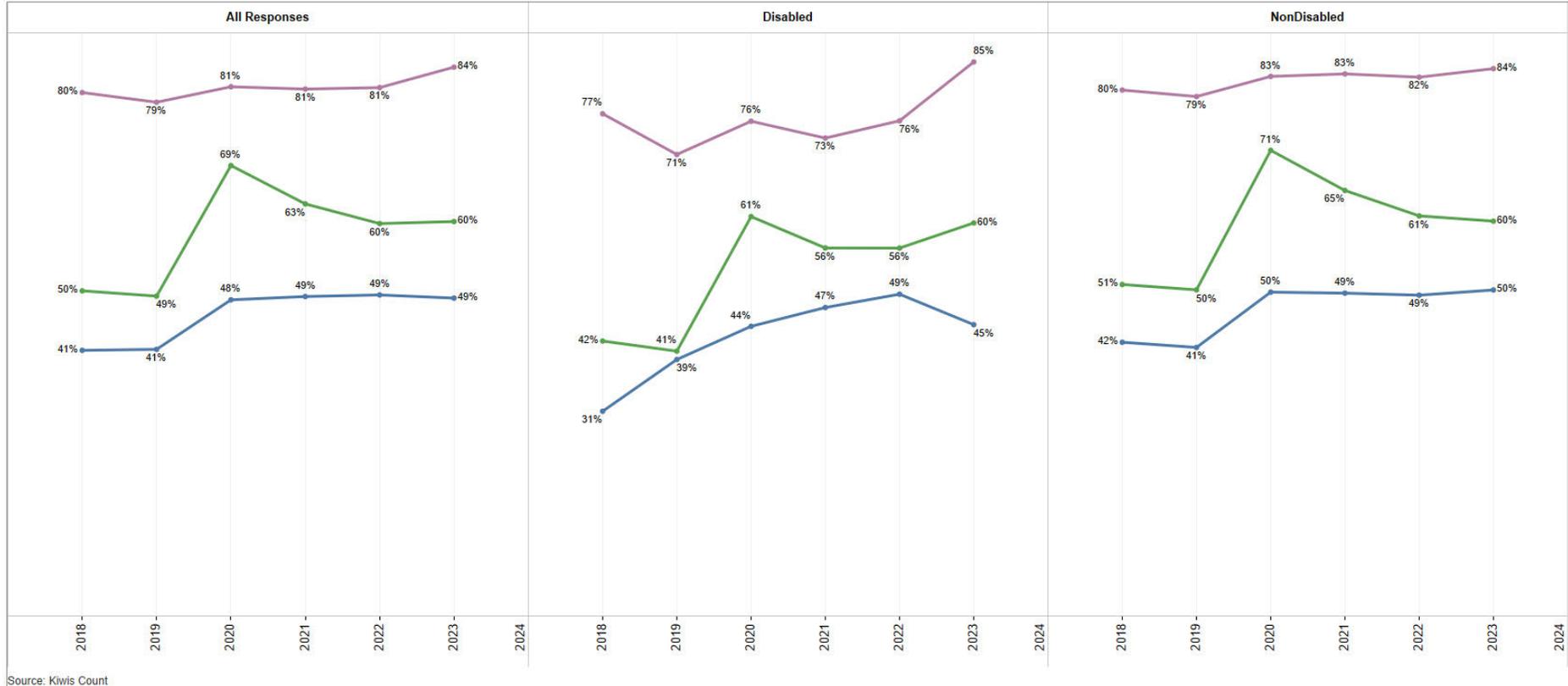


Source: Kiwis Count

Kiwis Count Trust by Demographic Dimension

Demographic Dimension
Disabled

- Trust in the Public Service brand
- Trust based on experience
- Trust in the private sector brand



Source: Kiwis Count